

**AUGUST 2022**

**HIGHLIGHTS**



**CASHIERS VISITOR CENTER IMPROVEMENTS** – Thanks to a JCTDA grant, the Jackson County Visitor Center at Cashiers can more conveniently and efficiently store Play On and Cashiers Visitor Guides onsite. Increasing offsite storage costs prompted creative and expanded banner and publication storage solutions. Numerous 4'x12' banners (shown above at left) promote community events on a high profile display at the Cashiers Crossroads. Brochures are shared with walk-in visitors and also distributed throughout the area to high traffic visitor restaurants, retailers and other venues, and in all-weather kiosks.

**ULI ADVISORY SERVICES PANEL REPORT/CASHIERS COMMUNITY COLLABORATIVE & HOUSING DIVERSITY** -- As sponsor of the ULI Advisory Services growth management analysis, the Cashiers Area Chamber will continue its leadership commitment to inclusivity and transparency through select implementation of the ULI Panel's recommendations. At the chamber's invitation, representatives of major nonprofit and stakeholder groups recently formed the "Cashiers Community Collaborative," to pursue specific functions and roles as identified in the ULI report.

Priorities will be established so that financial and other assistance from local, state and federal governments and other funding sources will be solicited in unified manner to avoid parochial competition. Other stakeholders and supporters will be invited to participate in the initiative as plan details develop.

One of ULI's priority recommendations is creation of a nonprofit community development corporation to identify and manage funding options for the purchase and lease of diverse products in an expanded housing market. The ULI said building attainable housing and promoting mixed-use development will help address critical workforce needs, which they called "an existential crisis for Cashiers' small businesses and institutions." Research is now underway to determine the best structure for the 501(c)3 nonprofit and to recruit an experienced expert to establish initial operations and sustainable systems. Support from regional resources, including Dogwood Health Trust and other successful housing authorities, are also being explored.

In its report, the ULI Panel recognized that Cashiers is a "special place" and the opportunity and challenges ahead are to grow either by default or by design. The Cashiers Community Collaborative participants will work with other stakeholders in the future to ensure we address inevitable growth with proactive strategies that, as the ULI Panel advises, "ensures the qualities

that have made Cashiers special will not be diminished.” Periodic updates on the Collaborative’s work will be presented at monthly Cashiers planning council meetings.



**CASHIERS KIOSKS PROMOTE JACKSON COUNTY VISITOR CENTER AT CASHIERS** – Play On and Cashiers Area Visitor Guides and other JCTDA publications are featured at permanent kiosks near the Cashiers Crossroads to promote the local visitor center. Chamber staff maintains the displays which are located along the Greenway Ramble pedestrian pathway through the Village.

**CASHIERS TO BE FEATURED ON INGLES “ON THE ROAD SERIES”** – As part of its destination profile paid-TV series, Cashiers, select small businesses (which characterize the outdoor recreation industry), and a local waterfall and long-range views, will be filmed this month for later airing for broadcast in the future, date to be announced.

## **OTHER**

- Working with area non-profits to post and update community events and activities to Cashiers411.com, the online calendar launched and managed by the Chamber.
- Managing CashiersAreaJobs.com to post area employment opportunities and exploring public transit scheduled service options for a route between Cullowhee (WCU) and/or Sylva to the Cashiers Crossroads as a means of attracting workers.
- New chamber members include a number of recreational businesses, reflecting the increasing interest and demand for services in the area. New restaurants include recently-opened Las Margaritas (formerly Randevu in Cashiers) and The White Pine (opening soon at the former Gamekeeper property in Sapphire).
- Managing Cashiers Crossroads banner stand to promote area events (including TDA grant recipients) and visitor welcome messaging. Featuring “Shop. Dine. Play. Stay” and “Welcome Campers & Families” (Camp Merriewood and Deerfoot Blue Ridge). Greeted visitors, responded to inquiries and provided destination information.
- Fulfilled telephone, email and written destination information requests (individual, weddings and other groups).
- Reviewed and submitted TDA invoices for payment.
- Other duties as required.

08/15/2022